

AG MARKETING REPORT • JULY 2019 - JUNE 2020



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Carol Arnold

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Our mission is to connect Placer County's residents and visitors with the local family farmers, ranchers and vintners whose passion is to produce the finest fruits, vegetables, meats and other agricultural products the region has to offer. Through community outreach, events and the collaborative efforts of Placer County and local businesses, our goal is to make known the abundance and quality of food and wine that we're proud to say is PlacerGROWN.





Carol Arnold

A message from our CEO

Over 2019-2020, PlacerGROWN has grown as an organization and a culture. As market conditions changed, we evolved our strategies to be more productive in our marketing and outreach. The cultivation of compatible partners and influencers has also moved our brand forward rapidly. Our brand's best marketing asset has been utilizing social media to better connect with consumers and support producers. In 2019 we sold out our Crop-to-Tabletop dinner in less than 30-minutes and had over 5,000 maps downloaded for the Farm and Barn Tour. We also built strong relationships with local broadcast media outlets that maximized our messaging far better than in the past, resulting in over 20 live TV interviews.

On average, vendors have reported a 30% growth in sales between July 2019 and June 2020 at the Farmers' Markets, and more retail outlets are featuring PlacerGROWN products. The Auburn Bodega, Newcastle Produce, Tahoe Food Hub, and Briar Patch are just a few of the many local retail outlets that consistently stock PlacerGROWN products. Restaurants also display PlacerGROWN signage to confirm their commitment to sourcing local farm-fresh ingredients. We have supported the development of new and existing farmers to help them keep up with the times. As a result, farmers and ranchers are more effectively utilizing social media and websites to reach more consumers. With these efforts, combined with the growth reported in the Placer County Annual Crop Report, we feel confident we are in the right place to push the brand forward, embracing the "Experience PlacerGROWN" motto.

Events



Farm-to-Table Dinner

October 2019

Hawks, Granite Bay

We sold out all 120 tickets for our 2019 Farm-to-Table Dinner at Hawks in a record 30-minutes.



Farm & Barn Tour

October 2019

13 Placer County Farms

Over 5,000 digital tour maps were downloaded and we engaged with over 120,000 people on social media promoting the event.



Mountain Mandarin Festival

November 2019

Gold Country Fairgrounds, Auburn

PlacerGROWN continued our sponsorship of the festival and Carol Arnold, our CEO, was a judge for the mandarin contest.





Spring Preservation Dinner

May 2020

Poswall Gardens, Lincoln

PlacerGROWN planned to host a spring garden party at Poswall Gardens in Lincoln in May of 2020. As the reality of the COVID-19 global pandemic started to hit our community, the decision was made to cancel the event. The health and safety of our community continues to be our top priority. It is our hope to reschedule the event after the COVID-19 restrictions are lifted.



Orchard Days

December 2020

Mountain Mandarin Growers'

PlacerGROWN values the Mountain Mandarin Growers' Association Members, and we strive to facilitate the promotion of Orchard Days on the 1st and 3rd weekends in December.

Event Promotional Collaborations

- Auburn Home Show
- Loomis Eggplant Festival
- Placer County Fair
- Gold Country Fair
- June, California Grown Flower Month
- Visit Sacramento Farm-to-Fork Bridge Dinner
- Orange is the New Pink 5K
- Field-to-Vase Dinner
- Machado Orchards Apple Fest
- Auburn State Theatre
- Capital Public Radio underwriting
- September, California Wine Month



Social Media

PlacerGROWN promoted over 200 Ag related events in Placer County on Facebook between July 2019 and June 2020 and gained 1,190 new followers. On Twitter, we gained 170 new followers, but increased impressions on our page by 25.5% with 1,994 profile visits. Instagram had the largest growth with 2,630 new followers, a 38.7% increase. Much of this growth is attributed to a continued partnership with Visit Placer, California Grown, Explore Auburn, Sacramento Farm-to-Fork, and our Placer County producers.



@placergrown

Followers 16,923
Engagement 47,925
Reach 716,990
Impressions 1,007,101



@placergrown

Followers 2,814
Profile Visits 1,994
Impressions 213,700



@liveplacergrown

Followers 6,488
Engagement 24,153

Engagement: The number of people who engaged with PlacerGROWN. Engagement includes any click or story created. (Unique Users)

Reach: The number of people who had any content from PlacerGROWN or about PlacerGROWN enter their screen. This includes posts, check-ins, ads, social information from people who interact with PlacerGROWN and more. (Unique Users)

Impressions: The number of times any content from PlacerGROWN or about PlacerGROWN entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with PlacerGROWN and more. (Total Count)

Public Relations



- KCRA 3 - Farmers Markets remain open amid COVID-19 concerns
- KCRA 3 - Farmers market thrive during California stay-at-home order
- ABC 10 - Farmers markets stay open with new safety measures
- GoodDay Sac / CBS 13 - Tuesday Farmers' Market in Roseville (x2)
- GoodDay Sac / CBS 13 - Machado Apple Festival
- GoodDay Sac / CBS 13 - 26th Annual Mandarin Festival - Need to Know
- GoodDay Sac / CBS 13 - You know Apple Hill, but how About Mandarin Hill?
- GoodDay Sac / CBS 13 - Citrus at Mikki's in Auburn - Restaurant Week
- GoodDay Sac / CBS 13 - Placer Citrus - Auburn Bodega, Restaurant Week
- GoodDay Sac / CBS 13 - Baker & The Cakemaker citrus cake, Restaurant Week
- GoodDay Sac / CBS 13 - Your Produce Guy - Auburn Farmers Market (x3)
- GoodDay Sac / CBS 13 - You Produce Guy - Farm & Barn at Fowlers Ranch (x2)
- GoodDay Sac / CBS 13 - Loomis Eggplant Festival 2019
- GoodDay Sac / CBS 13 - September is California Wine Month
- GoodDay Sac / CBS 13 - GoatHouse Brewing grows their own hops
- GoodDay Sac / CBS 13 - Happy Road Farm, CAGROWN Flower Month
- Style Magazine - Online recipe submissions through 2019
- SacTown Magazine - 13 farmers' markets to visit throughout the region
- KAH1 105.5FM/950AM - Multiple interviews on KAH1 Corral with Connie Watson
- Auburn Journal - Farmers' Markets practice safety during pandemic
- Auburn Journal - Year-round farmers markets, when and where
- Gold Country Media - Placer restaurants set to showcase citrus
- Gold Country Media - Fun at the healthy Farmers' Markets
- California Farm Bureau - Power shut offs leave some farmers feeling 'helpless'
- Rocklin and Roseville Today - Farmer Market Schedule, Placer County

Press Releases

PlacerGROWN continues to support and promote Ag related events in Placer County.



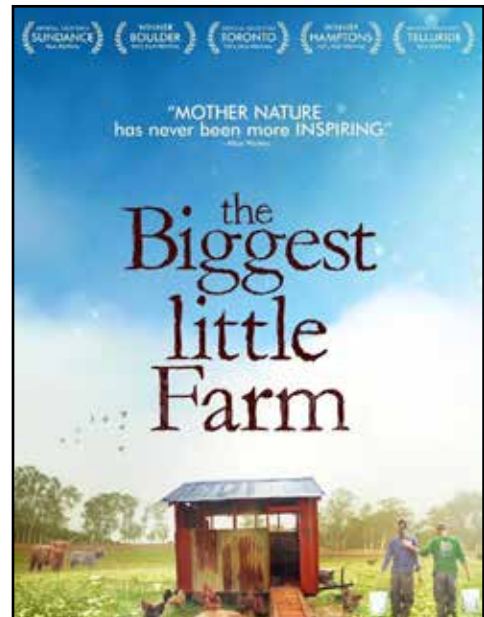
- Visit Placer - Placer Citrus Restaurant Week
- PlacerGROWN Seasonal Farmers' Markets
- SF Chronicle Wine Competition PCVA Winners
- Auburn Wine, Ale & Food Festival
- Loomis Eggplant Festival
- Small Business Saturday
- PlacerGROWN Month - October
- Placer County Pumpkin Patches
- PlacerGROWN Farm & Barn, self-guided tour
- Loomis Loop Barn Quilt Trail
- 26th Annual Mountain Mandarin Festival
- Christmas Tree Farms in Placer County
- Holiday in the Hills - PCVA
- Mountain Mandarin Orchard Days
- Small Business Saturday
- Crop-to-Table Dinner at Hawks, Granite Bay
- National Farmers' Market Week
- National Eat Your Veggies Day
- PlacerGROWN - COVID-19, Farmers markets are essential and open for business



Collaborations

PlacerGROWN shares content from trusted partners to increase tourism.

- California Grown - Instagram Takeover
- City of Auburn, @ExploreAuburnCA
- California Wines Month, September
- Social media training at Placer BRC
- Placer County Visitors Bureau - Visit Placer
- Placer County Office of Education
- Placer County
- Visit Tahoe City
- Visit Colfax
- Visit California
- North Lake Tahoe Business Association
- Loomis Chamber of Commerce,
- City of Loomis, Visit Loomis
- Auburn Chamber of Commerce, Visit Auburn CA
- Roseville Chamber of Commerce
- Go Downtown Roseville
- Rocklin Chamber of Commerce
- Placer County Department of Agriculture
- Arts Council of Placer County
- Auburn State Theatre



COVID-19



PlacerGROWN found new opportunities to serve the agricultural community. Farmers' markets and farmstands benefitted as they were deemed essential. The egg, meat, and poultry industries experienced demand that outstripped supply. Wineries and farm-to-tap breweries were adversely affected by the long-term closing of tasting rooms.

The effects of COVID-19 and the subsequent shut down have been profound. For the most part, the results of our adjusting to community needs have been positive. The negatives are glaring.

PlacerGROWN ceased all event-based marketing due to COVID-19, but we continued to support the agricultural community through other avenues. As we learned protocols and best practices, we disseminated information to assist farms and small ranches that allowed them to remain open and safe. We also distributed surgical masks to producers. Surgical masks were also made available to the public at farmers' markets. We assisted the Placer County Department of Agriculture with N95 masks distribution to producers in response to OSHA regulations for bad air quality due days to smoke from wildfires.



Both social media and our strong relationship with broadcast media continued to be key tools to communicate that agriculture is essential. In addition, PlacerGROWN purchased an extensive, underwriting campaign with Capital Public Radio to target our key demographic and spread the message that farmers' markets and farmstands were open for business.



Farm Stands, Farmers Markets, CSA's and Online marketplaces

Year-round farmers' markets did not close. Record sales and attendance were reported in months that are traditionally very slow. Seasonal markets opened safely and reported record sales. CSA's sold out their subscriptions. Online marketplaces for producers burgeoned and reported an increased market share.



Eggs, Meat and Poultry

The demand for local eggs, meat, and poultry from small producers increased to the point that demand outstripped supply.

Wineries and Farm-to-Tap Breweries

The closure of tasting rooms caused a severe disruption of the winery and farm brewery industry in Placer County. Though many of these businesses showed flexibility and creativity by modifying their business models, they continue to suffer financially.

Additional Positive Outcomes:

- **COVID-19 provided an opportunity to review our food handling and sales safety protocols and make necessary changes.**
- **We partnered with producers to examine successful sales models for farms. Farms who sold through a variety of diverse outlets, i.e. farmstand and farmers market or local produce stores, did much better than farms who were focused solely on restaurant sales.**
- **We were able to strengthen the connection and trust between consumers and local agriculture.**

The hard work PlacerGROWN has done since 1995 to promote local farming paid off. As our food supply chain's safety was in question, many consumers continued to trust that farmers' markets and farmstands were safe alternatives. Also, PlacerGROWN is aware that this crisis provided a rare and unique opportunity to reach a new audience.

The economic devastation caused by the pandemic cannot be understated, but agriculture in Placer County has, for the most part, experienced the rare upside. The loyalty of the existing customer base and the increase in new customers is a welcome outcome. •





Our cover photo was taken at Father and Son Farm in Roseville, California. Back in 2013 the Bresnayan family purchased a 2-acre property and fulfilled a dream that they never thought would happen. They always had some sort of a garden for growing fresh vegetables but never had enough room to grow an adequate amount.

Their family suffered through cancer four times with three family members. This farm was born out of the desire to live a more healthy lifestyle and have an abundance of choices in foods. Their property has been transformed into a farm over the past years. Father and Son are really excited that they can now share the great food they harvest with their Placer County community.

They are devoted to providing only the freshest, most healthy food available locally.

Dave & Nick Bresnayan
www.fatherandsonfarm.com
facebook.com/fatherandsonfarm
instagram.com/fatherandsonfarm



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